

# Substance Abuse Prevention

## Environmental Prevention Hill County Needs Assessment Workbook SFY2014



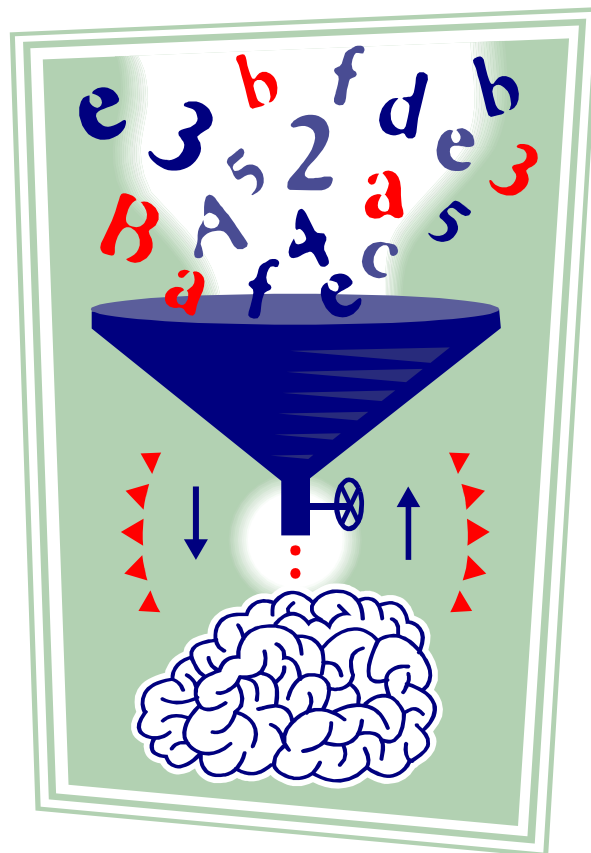
## Part 3 Analysis & Recommendations

Version 1  
August 2013

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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**In Order to Identify What Problems are of Greatest Concern**

## **CONSEQUENCES – PART 3**

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### **Motor Vehicle Crashes**

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Data comparisons since 2008 demonstrate the following: In 2008, 2009, 2011 & 2012 Hill County had fewer alcohol-related crashes per 100,000 people than the state average, statistically the rates per 100,000 population, were exponentially higher than MT rate per 100,000 population. However, in 2011 the percentage rate was 78.66% difference with Hill County having significantly lower alcohol-related crashes than the state average; no additional local information is available at this time. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

### **Underage Drinking and Driving**

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#### **QUESTION 2 Underage Drinking and Driving**

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The table for students who drove a vehicle when they had been drinking alcohol during the past 30 days for all races – 2008 to 2012 indicates that Hill County rates for 8<sup>th</sup> grade in 2008 were higher than the MT Data by 15.7%, the differences between Hill and MT Data for 2010 & 2012 were reduced to 4.95%. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

### **High School Students Riding in Car Driving by Someone Who Has Been Drinking**

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### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

State data collected in 2008, 2010 and 2012, indicates that the rates of high schools students reported riding with a drinking driver declined from 33.1% to 28.3% to 25.3% respectively. During these same time periods Hill County rates fluctuated from 46% to 30.8% back up to 39.4%. In 2009, 2011 and 2013 data collected on American Indian student grades 8-12 show that 41.9% 37.4% and 31.9% respectively rode in a car or other vehicle driven by someone who had been drinking. The overall state rate in 2001, as reported in the YRBS, was 39.3%. Data in the past few years how that state rate has been steadily declining. At the national level the average was 28.5% in 2001 and 24.1 % in 2011 and is steadily declining. However, rates for Native American students remain higher than the national and state rates. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

## **Final Consequence Question**

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### **QUESTION 4**

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Despite decline in the number nationally of young people involved in drunken driving fatalities on average, more than three people under the age of 21 die each day in alcohol-impaired driving crashes. (Source: National Highway Traffic Safety Administration, [NHTSA] 2013)

## **CONSUMPTION – PART 3**

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for the SPF SIG will be binge drinking.

### **Underage Binge Drinking**

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**QUESTION 5 Underage Binge Drinking**

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2013 the Hill county justice court shows a total of alcohol related juvenile cases at 96 (14 of these 96 were Native Americans). In 2013 the Chippewa Cree tribal court data shows a total of alcohol related juvenile cases was 139. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

**Adult Binge Drinking**

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**QUESTION 6 Adult Binge Drinking**

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

No Hill County data available at this time, the Montana state totals indicate the trends from 2008 to 2012 were slowly increasing; 2008 starting at 17.7, decreasing in 2010 to 17% then increasing to 21.8% in 2012. There appears to be a problem with binge drinking in Montana as a whole. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

**Underage Drinking (30 Day Use for Alcohol)**

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**QUESTION 7 Underage Drinking** Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2008 the 12<sup>th</sup> grade rates for Hill County were 7.4% higher than the 10<sup>th</sup> grade and 28.9% higher than the 8<sup>th</sup> grade. The rates for the 12<sup>th</sup> grade decreased in years 2010 and 2012 to 44.8% for both years while the 8<sup>th</sup> grade and increased by 11.1% in 2010 and 9.8% for 2012. The 10<sup>th</sup> grad started at 37.7%, increased to 44.8% in 2010 and made a whopping decrease to 28.6% in 2012. Despite the decreases in some years and some grades, Hill County is still higher than the state, indicating there is a problem with binge drinking in Hill County. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

**Prescription Drug Abuse by Youth (30 Day Use)**

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**QUESTION 8 Prescription Drug Abuse**

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to Table 20 in 2012, 11.7% students in the county and 3.5% of Montana students used prescription drugs in the 30 days prior to completing the MPNA survey. Conversely, in time period surrounding 2012, 26.6% of Native American students used prescription drugs in 2011 and 21.3% of Native American used prescription drugs in 2013. American Indian students used prescription drugs at a rate of two to eight times the rate of all other students in the state of Montana. In looking more closely at prescription drug use rate on the Chippewa Cree Reservation, in 2012 44 youth out of 106 (42%) employed in a summer work program tested positive in a substance abuse test. Data from 2008 to 2012 indicates that 15.5% of Chippewa Cree youth tested positive for prescription medication in randomized drug testing. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

### **Final Consumption Question**

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#### **QUESTION 9**

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

White Sky Hope Center cannot speak for the whole of Hill County due to the lack of additional data, the Northern portion of the Rocky Boy Reservation that sits in Hill County is being impacted greatly by the high usage of drugs and alcohol, which has impacted crime, school and higher rates of violence. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

### **RISK FACTORS - PART 3**

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#### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The data in the 2008-2012 PNA indicates that Hill County total is at a higher rate for all three years than Montana for Students perceiving Parental Disapproval towards alcohol/drug use for all races.

The 8<sup>th</sup> and 10<sup>th</sup> grades were higher in 2008 and 2012, in 2010 8<sup>th</sup> and 10<sup>th</sup> were lower than the state all three years. In 2008 the 12<sup>th</sup> grade was lower than the Montana rates then increased in

2010 and 2012. Hill County must be doing a lot of awareness on underage drinking with the parents show realize their parents are not going to approve the use of drugs/alcohol. After completing the community survey on perception of parental disapproval/attitude, the main findings are as follows: 1. Some feel alcohol use by our youth is hard to control, 2. Despite the high number of youth going through the police department with arrest(s) related to alcohol or drugs, there is no sense of urgency within the community nor the court system. Also the community rates alcohol and drug use as it relates to the public health concerns as number one.

## **Perception of Peer Disapproval/Attitude**

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### **QUESTION 11 Peer Attitudes and Disapproval**

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Table 24 in part 1 shows the perception of peer disapproval/attitude is similar to the state rate. From 8<sup>th</sup> grade there is greater disapproval then the disapproval decreases when the students reach 12<sup>th</sup> grade. For Hill the peer attitudes disprove of both alcohol and drug use at similar rate to the state rate but this decrease as the youth gets older. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

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## **Perceived Risk/Harm of Use**

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### **QUESTION 12 Perceived Risk/Harm of Use**

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Table 26 shows that 8<sup>th</sup> grade students who believe it is wrong to drink alcohol for all races (2012 PNA) is exactly the same state rate. The other years it shows that the state rate is decreasing in believing its wrong (it is okay to drink) yet the county data shows an increase in 2012 to 82% believing its wrong from 62% in 2010 in 10<sup>th</sup> grade. In 12<sup>th</sup> grade, year 2012 shows 75% whereas in 2010 it was 55%.



Table 30 shows a decrease in perception of students who perceive neighbors think it is wrong for students to drink.

2012 and 2008 it seems like the rates were higher than compared to 2010. In 2010 there seems to be less awareness at the state and local level as the rates reflect a possible change. It is unclear if the possible change is due to more funding, more awareness, or other events. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

No other community data on this area.

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### **Family Communication around Alcohol/Drug Use**

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#### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Family communication around alcohol/drug use is occurring at a lower rate than compared to the state. The county data totals are extremely lower than the state data. Again, 2010 is showing less family communication and awareness in this arena but the rates go higher in 2008 and 2012. This information indicates that parents are not talking to youth about the dangers of alcohol and drug use. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

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### **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

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#### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The percentage of students who believe that alcohol is causing problems in areas related to financial, legal, emotional, etc. for all races (table 31) shows in 2008 and 2010 our county data is lower than state rate. In 2008, the hill county was 7.4%, in 2010 it was 5.8% and then in 2012 it was 13.7%. The state rate was 10.2% in 2008, 8.6% in 2010 and then 8.9% in 2012. In 2012, the county data shows an increase than compared to the state rate and also the county rates for 2008 and 2010. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

## **Final Risk Factors Question**

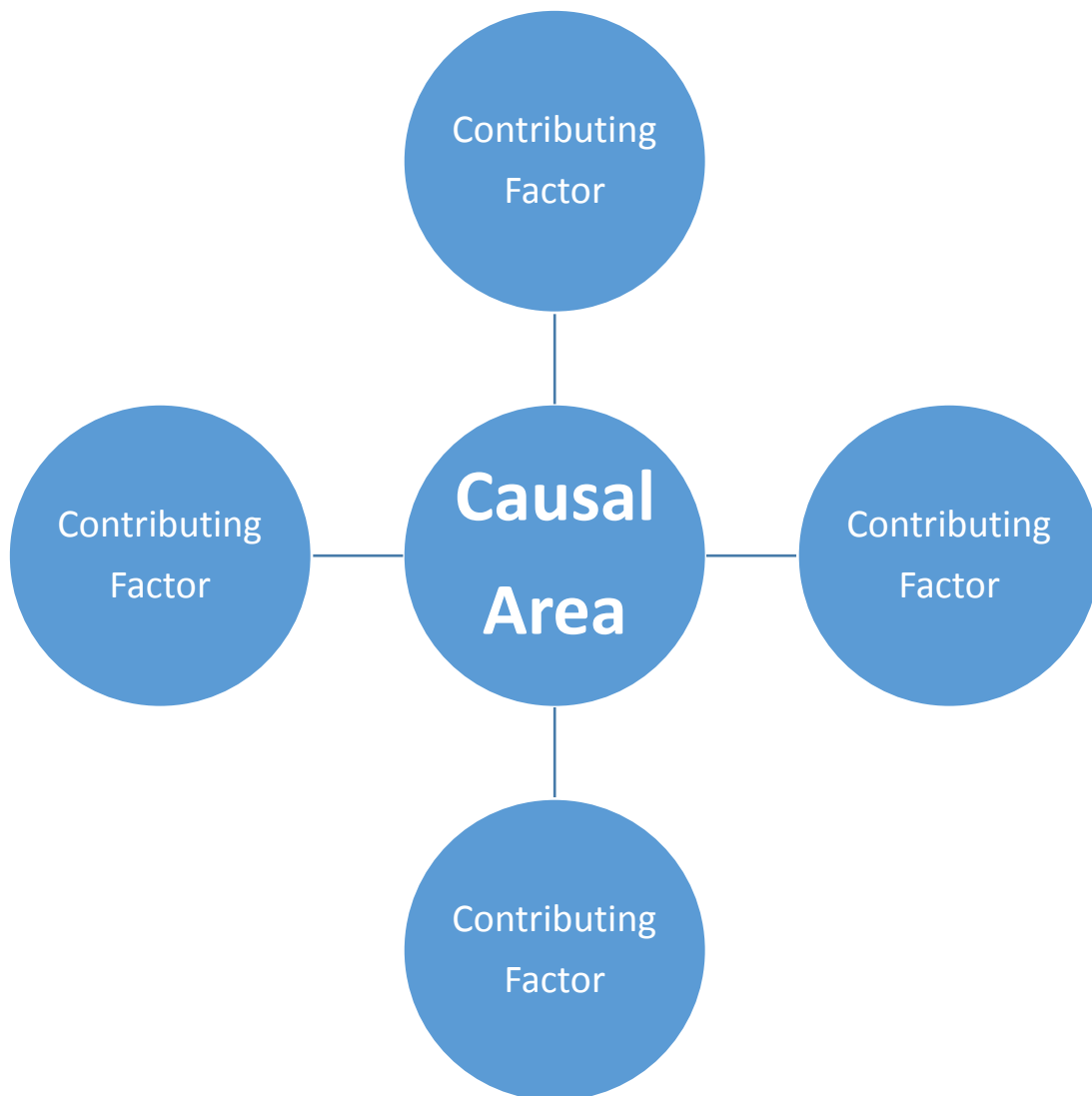
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### **QUESTION 15**

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Hill County data is very similar to the state rates in many of the areas above tables and under each question. From the above information, from our interviews and from our request from data, the risk factors of most concern are as follows: 1. Lack of adult supervision decreases as the youth approach 12th grade, 2. there are a few community norms about alcohol and drug use that keep the community silent about the issues or about community problems. 3. The students reporting binge drinking is a little higher in these communities than compared to the state rate, 4. The percentage of students using prescription drugs within the last 30 days is significantly higher than the state rate, and 5. Family communication (parent talking with youth) about alcohol and drug use danger is occurring less than compared to the state rate. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014

# **Causal Areas**



**Task Two:  
Gather Data on Four Causal Areas**

**RETAIL AVAILABILITY – PART 3**

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**Compliance Checks**

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the

misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

**QUESTION 16 Compliance Checks**

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

This was discussed with the Hill County Consortium, and they did identify that this is a problem in the Box Elder Community. They are coordinating with the Hill Co Sheriff's Dept. to address future compliances checks. In regards the entire Hill County area the chair person reports it is her impression that compliance checks are not being done on a regular basis. According to Lisa Scates at the bureau of alcohol and tobacco the data is not being captured or reported at the county level; so, there is a need for improvement.

**QUESTION 17 Compliance Checks**

If your community does not do compliance checks, do them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

With the compliance checks not being done, we need to establish a baseline data so we can measure outcomes to see if strategies are effective. However, capturing data appears to be a major problem in Hill.

**Alcohol Seller/Server Training**

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**QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How do the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

The Havre Tavern association had been contacted about having server training and they said that they would present it to the association. The associate has not made contact and some businesses report they receive training on-line. Ashley Holland reports there were people coming down to her server training from Wal-Mart and they were not aware of trainers in our County (Hill). What's the process is for liquor license? Does the tavern association determine if there is license available and what state standards do they follow? The Tavern association is a group in Havre and they have a lot of influence with the city zoning and businesses. It was observed no new bars open up in the last 4 years.

#### **QUESTION 19 Alcohol Merchant Retail Sales Training**

If you community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

The server training will have an impact on binge drinking because the server will be more trained on not to over serve their clients. The general public in Hill do not even know that there is such a thing as server training and the laws that are tied to it. There have been some incidents of over-serving occurring yet those business approached say they received training on line or do not need the training, it leaves more questions than answers. How consistent are the businesses training and refreshing their staff on server training? Should RBSS trainers do more to educate the establishments on the importance of the RBSS training? How often should a compliance check be done on the establishments that have a history of violations? Should they be put on a list where they will be monitored? Who monitors that business are actually completed the training? What happens when a communities knows when a business over serves? Who do they report the incident or complaints?

### **Retail Availability Questions**

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#### **QUESTION 20**

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

The bar and tavern business out numbers restaurants and are usually attached to a bar. The sale of alcohol is like any other Montana town, there is a bar in every town. The student nurses from Northern Montana College who were sitting in on the Hill Co. consortium meeting and

they said that the students know what bar serves to the underage students and that it's common knowledge to the students on what bars they can get into without an ID. Havre is like any other college town when it comes to partying and drinking. The student bar scene goes up during enrollment and down when they are on break.

#### QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact	
0	1	2	3	4	5	6	7	8	9	10		
						XXX						

With the bars serving our underage college students, the bars need to not hire other college students to check ID. There needs to be more compliance checks during the time college is in session, more walk-throughs by police officers to check IDs and more RASS trainings. Retail availability is a problem. Education and compliance checks on the vendors are crucial to addressing the retail availability problems identified.

## **CRIMINAL JUSTICE – PART 3**

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### **QUESTION 22 Conviction Rates**

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

Given the local data that was provided, we were unable to determine the conviction rate.

### **QUESTION 23**

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

This data was not obtained from Hill County as of today.

## **Key Informant Interviews with Law Enforcement**

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

### **QUESTION 24 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

No information collected from outside Rocky Boy reservation or no data was returned.

### **QUESTION 25 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Hill County Data was not obtained as of today.

## Use of Local Ordinances

### QUESTION 26 Use of Local Ordinances

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

Hill County has strong ordinances and are consistently enforced. They have checkpoints during holidays in which drinking increases. This has decreased the number of drinking and driving incidents. They have free rides for bar patrons, which helps to decrease the DUI rate. They have MIP ordinances and the judges report that they are able to apply these ordinances consistently. Recently the hill county courts started a DUI and drug court program. These measures have been useful in addressing alcohol related problems.

### QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

For Hill County, social host policies or ordinances continue to be a little weak to identify and to enforce.

## Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.



## Criminal Justice Questions

### QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

In terms of Hill County, it might be suggested that it keep track of conviction rates.

In the Hill county area, the DUI and Drug court systems have been implemented and addictions are being identified and referred. The DUI and Drug court team has implemented several strategies to address the related social problems. However, the judge pointed out the need for more inpatient beds. The consequences related to binge or other AOD issues are being identified, addresses and dealt with more through the new DUI/Drug court problems within the Havre area which assists the Rocky Boy area as well. It is unclear if the new processes will assist with capturing better data on conviction rates. From the treatment perspective, the DUI and Drug court are beneficial as clients are mandated to comply with treatment recommendations when the community and family have been unable to establish leverage to change.

### QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	
						XXX					

Not enough information was gathered from Hill County to determine what concerns are most important.

## SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

#### **QUESTION 30 Prevention Needs Assessment**

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The students in Hill County increasingly became more cautious about being caught by the police and parents from 2008 to 2012. The county was 45.8% whereas the state rate was 26.2% in 2012.

### **Social Availability Questions**

#### **QUESTION 31**

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Very little data collected from Hill County as of today's report date.

#### **QUESTION 32**

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact												Major impact
0	1	2	3	4	5	6	7	8	9	10		
								XXX				

It would be a 9. Not enough data or information gathered from Hill county as of yet.

## PROMOTION – PART 3

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Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

### Advertising

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#### QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

No data was collected via signage on buildings in Hill, the data we found were in Havre at local bars and the newspaper advertising for local bar specials. There were only a few advertisements that we located in Hill County which was at the Golden Spike advertising drink specials on certain nights. The other advertisements were at the gas stations and convenience stores on beer sales. Advertisement does not seem to have a major impact the amount of binge drinking or drinking and driving.

Alcohol advertising was counted in the Havre Daily News and Great Falls Tribune. Since this is our first year in this project of collecting data, we have no baseline to compare the rate of advertising in the local newspaper. The number of advertising promoting usage in both newspapers is greater than advertisements or articles explaining the risk. Based on the Neurobiology summit, our youth are extremely exposed to negative pressure and negative media in all sorts of forms other than the newspapers, billboards, or signage. The other forms of advertisement or media data (Facebook, video games, television, music videos, etc.) were not collected, but these other forms appear to be excessive. The programs on the reservation are trying to do media campaigns to combat the flooding of these advertisements that are targeting our youth.

#### QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

Based on the 2014 ATTC neurobiology summit workshop, the community need to be more aware of what children are exposed to in media, advertising, and other forms of technology targeted towards youth and young adults. According to the American Academy of Pediatrics, 2009, "Exposure to violence in media, including television, movies, music, and video games, represents a significant risk to the health of children and adolescents....research indicates that media violence can contribute to aggressive behavior, desensitization to violence, nightmares, and fear of being harmed." Also pointed out was the research repeatedly documenting negative outcomes correlated with increased amounts of media consumption including lowered school performance, increased aggression, increased depression and loneliness, increased fear and sexist attitudes, as well as lower verbal skills.

With the information identified in the first section of this book, with parents decreasing monitoring of youth as they get older many parents might not believe or know the impact of negative advertisement and media's effect on our youth and their brain development.

Youth is a time of learning, growing, exploring, and developing. If media and advertising negative correlates with school performance, regulating emotions and forming of important developmental tasks, communities will need more education on media literacy as well as the youth on how they are at risk.

#### **QUESTION 35 Alcohol-Related News Articles**

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

The Havre Daily is the most read paper in the area. It had minimal alcohol advertisements or social functions that were hosting alcohol. However it has been observed that during annual events like rodeos and the county fair beer/alcohol advertisements increased on the streets and on the radio. This needs to be countered with increased prevention activities such as at this time conducting a media campaign also to inform the public about the dangers of binge or underage drinking.

### **Promotion Questions**

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#### **QUESTION 36**

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and

driving and the associated consequences in your community? Explain the rationale for your response.

Although the data collected around sponsorships, advertising, and other local data to show concerns around promotion was somewhat limited, demonstrating the severity of how promotion might contribute to binge drinking or drinking and driving is clearly shown in the literature around the influence of media on adolescent development. With parents beginning to monitor youth less as they age up into the 12<sup>th</sup> grade, it might be safe to assume that prevention efforts target parents to increase monitoring or at minimum increasing their talk about alcohol and drugs. It is also important to occupy our children's time with positive alternatives and with critical thinking skills to assist them. Schools might have to take more of a role or other positive adult role models from the community in prevention strategies.

#### QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	
						XX					

Promotion occurs at higher rates given that Hill County are small and rural populations. It appears to be a part of the cultural much like the Military Cultural to promote and accept drinking. Like the Military who has NCO clubs in which young adult drinking occurring at great rate and being part of the rites of passage, the communities have several promotions that attract several young adults like "kill the keg night." Also see above comments.

### SCHOOL POLICIES – PART 3

#### QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

Hill County has the ordinances to back up the justice system. The problem is to get the people to buy into the processes that are established.

#### QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4      5      6      7      8      9      10      Major impact  
XXX

School systems within Hill County have its strength and weakness in regards to impacting binge drinking and its consequences. The school system incorporates education on this matter in health classes or other related classes but appears to be very limited. Most schools report that they do have ATOD policies yet it is unclear if problem identification and referral are occurring.

### MEDICAL FIELD INFORMATION – PART 3

#### QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

No data was provided or obtained from Hill County as they failed to respond to our calls.

#### QUESTION 41

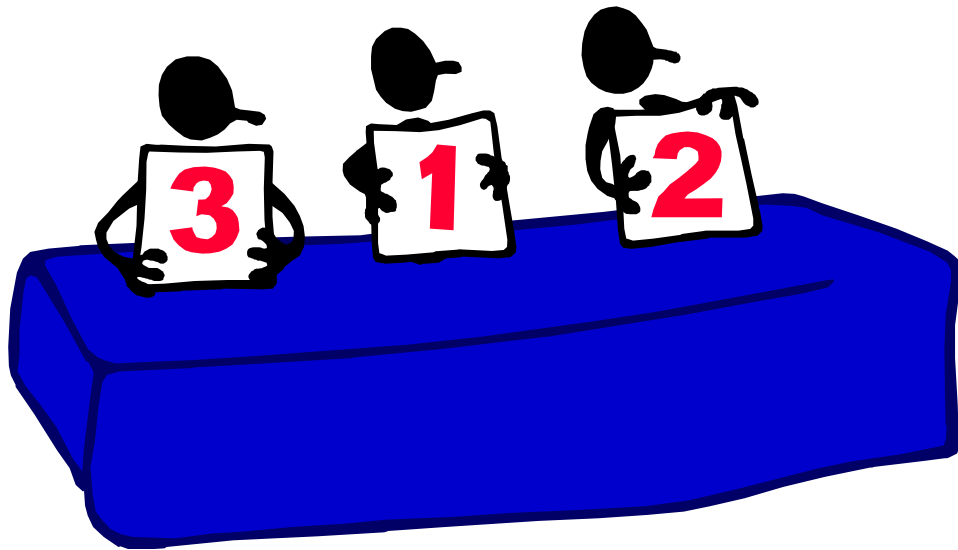
Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4      5      6      7      8      9      10      Major impact

XXX

Given that health care coverage and access seem to be a greater concern for rural communities especially for those with lack of resources, the prescription drug abuse and its consequences will have a greater impact. With the local clinic having limited medical providers yet a large amount of patients coming in for services quality care and needs being addressed will be impacted. See the above question #40 and comments provided.

# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your  
Community's Problems to the Smallest Contributor**



## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
7	3	Retail Availability
7	2	Criminal Justice
9.5	1	Social Availability
6.5	4	Promotion

**QUESTION 42**

Provide the rationale for your rankings of the causal factors.

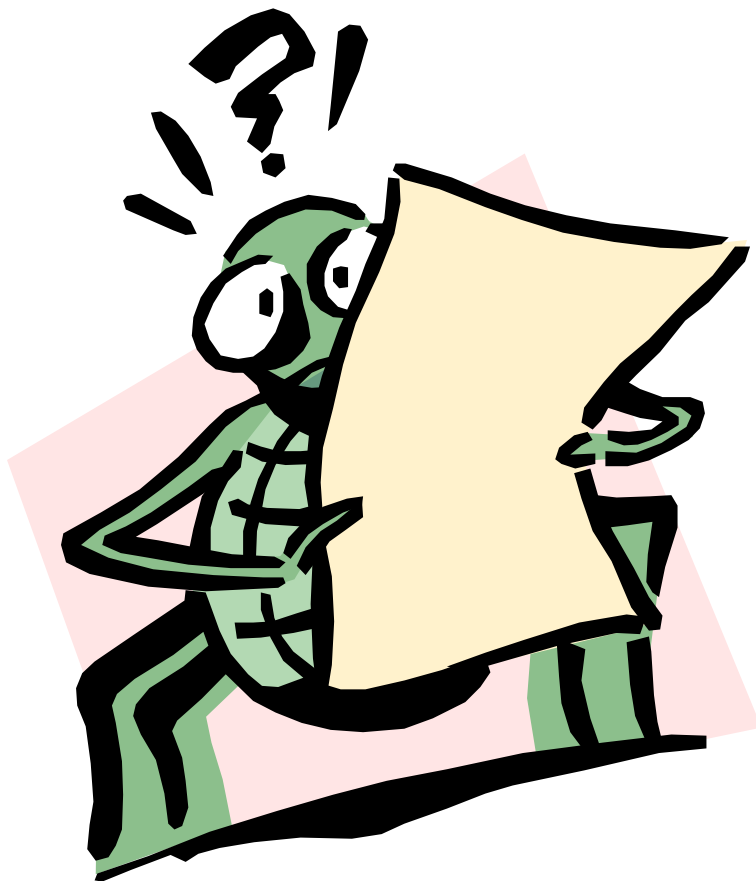
No data collected from Hill or Chouteau Counties other than from Rocky Boy communities that lie within both counties.

Criminal Justice is ranked as the second priority area based on the following: In the Hill community they have existing criminal justice system ordinances, structures to support ordinances and established and consistent enforcement. However, there may be some areas of improvement or development. Given the positive impacts of the Hill county DUI and Drug court programs, encouragement of these types of systems needs to occur within Hill County.

We ranked retail availability as the third priority area based on the following: With the bars serving our underage college students I think they chose to turn the other cheek because it's all about the mighty dollar and the income that the college students bring to the town of Havre. I think in all our rural communities I think its excepted practice to let young people drink.

We ranked promotion as the number four priority area. We based the decision on the following information: Promotion occurs at higher rates given that Hill County is small and a rural population. It appears to be a part of the cultural much like the Military Cultural to promote and accept drinking. Like the Military who has NCO clubs in which young adult drinking occurring at great rate and being part of the rites of passage, the communities have several promotions that attract several young adults like "kill the keg night." Also see above comments. Based on the 2014 ATTC neurobiology summit workshop, we as community need to be more aware of what your children are exposed to in media, advertising, and other forms of technology targeted towards youth and young adults. According to the American Academy of Pediatrics, 2009, "Exposure to violence in media, including television, movies, music, and video games, represents a significant risk to the health of children and adolescents....research indicates that media violence can contribute to aggressive behavior, desensitization to violence, nightmares, and fear of being harmed." Also pointed out was the research repeatedly documenting negative outcomes correlated with increased amounts of media consumption including lowered school performance, increased aggression, increased depression and loneliness, increased fear and sexist attitudes, as well as lower verbal skills. With the information identified in the first section of this book, with parents decreasing monitoring of youth as the get older many parents might not believe or know the impact of negative advertisement and media's effect on our youth and their brain development. Youth is a time of learning, growing, exploring, and developing. If media and advertising negative correlates with school performance, regulating emotions and forming of important developmental task, communities will need more education on media literacy as well as the youth.

# Final Question



**Task Five:**  
**Determine What Combination of Causal Areas**  
**Your Community should Target**

## Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's SPF SIG Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

### Final Needs Assessment Question

#### QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

The Havre Tavern association is very outspoken when there is some kind of change that affects their profits. It is difficult to target only this casual area; however, we need to ensure the RASS training is occurring and let the community know they laws around this area. Community members have been impacted through death of loved ones over-served. This might cause change.

Other two casual areas that link together are social availability and the criminal justice systems. The police Department and hill county targets a lot of vagrants and Native American's in their communities, people coming into are treatment center report this and they said the ¾ of the inmates were Native American. The natives don't have the financial resources to bond out so a lot of them end up sitting there time out. The taverns routinely have kill the keg night and quarter night that target's the college students. At these establishments these patrons are over served and continual drive, so patrols need to be stepped up on the nights that have these specials going on. There should be a media campaign to educate the college students on what awaits them if they drink and drive.

Providing treatment services across the continuum of care with best practices and evidence based practices also needs to be available. This might look different in each community within the counties. Improving treatment and prevention services and/or accessing services in funding under community based processes as defined in the Minimal Data Set (MDS) manual have become primary goals to assist with the entire process and address a combination of casual areas. The question becomes: Are all services ready and capable for changes needed in their systems. Using the strategic prevention model including this data work book as the

assessment, we see the next steps including several strategies that overlap some of the causal areas identified in this data workbook. Some of the disconnects will be included in the strategies around data collection, each community having different strengths and weaknesses, and each community being in a different readiness to change stage, and each community having different capacities. The strategies will be included on the prevention plans and will be guided by the data workbook, by MDS manual and by the SPF model. The goal of the prevention plans will be working in the middle of the continuum rather than at the ends.